



Moscow International Motor Show

August 25-29, 2004

<http://www.motorshow-ite.com/>

*Your Global
Business Partner*

The Russian car market has been on rise during the last ten years and this trend will continue to dominate in the foreseeable future. The market for new car components and aftermarket replacement parts is likely to become stronger as car ownership steadily increases and customers demand higher performance from domestically produced cars. Local manufacturers and service providers are interesting in modernizing their equipment and are investing significant funds in purchasing imported products.

There are several projects underway to assemble foreign cars in Russia. Ford's new plant in a St. Petersburg suburb began operation in July 2002 in a suburb of St. Petersburg, and the demand for Russian-manufactured Focuses exceeded even the best expectations. In September 2002, GM launched its joint venture with Russia's automotive giant AvtoVAZ to produce a small, Chevrolet branded SUV. The major obstacle to successful development of Ford and GM projects in Russia is unavailability of local suppliers.

The U.S. Commercial Service in Russia will assist U.S. companies featuring automotive products and services at the **Moscow International Motor Show 2004 (MIMS)**. With exhibitors from 30 countries and over 300,000 visitors, this show is the leading automotive aftermarket industry event in Russia and the ideal venue to connect with potential customers or partners. To promote your company's products, we offer two extremely cost-effective programs designed to meet the needs of U.S. exporters, both new-to-market and those already with experience in Russia.

U.S. Pavilion

You can save on show space fees by sharing a US National Pavilion with other US companies interested in establishing a presence in Russia while also minimizing market entry expenditures. The Commercial Service staff will always be at the pavilion to assist you in your negotiations with potential customers. We can contract for you supporting booth staff and interpreters. After the show, we will follow up with those Russian customers that negotiated distributor agreement or buying your products. Thus, we will work with you to develop the trade leads gathered on the show floor.

Gold Key Service

Our **Gold Key Service** is designed to ensure a maximum return on your time in Russia. In addition to displaying your product at the show, our specialists will arrange a full day of pre-screened and pre-qualified business appointments with potential distributors or customers, a market briefing and counseling. We will accompany you during the meetings, as appropriate. For an additional charge, we can arrange a car and interpreter for the day, airport pick-up and drop off and reservation/rate assistance at selected major, centrally-located hotels.

To participate in either of these opportunities (the U.S. Pavilion or Gold Key Service), please complete page 2 and fax back to us, or e-mail us with the same details. We will then E-mail or fax you a copy of the PLC Participation Agreement and/or Gold Key Application Form. We look forward to your participation and helping you explore opportunities in Russia.

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MIMS 2004

Name:

Title:

Organization:

Number of employees (approx. total):

Have you done business in Russia before? (yes _____ no _____)

Briefly describe your product/service:

Does your product/service contain at least 51% U.S. content? (yes _____ no _____)

Address (Street, City):

(State/Country, Postal/Zip Code):

Phone/Fax:

E-mail/Website:

I'm interested in: Exhibiting at the US Pavilion at MIMS 2004 (yes _____ no _____)

Gold Key Service at MIMS 2004 (yes _____ no _____)